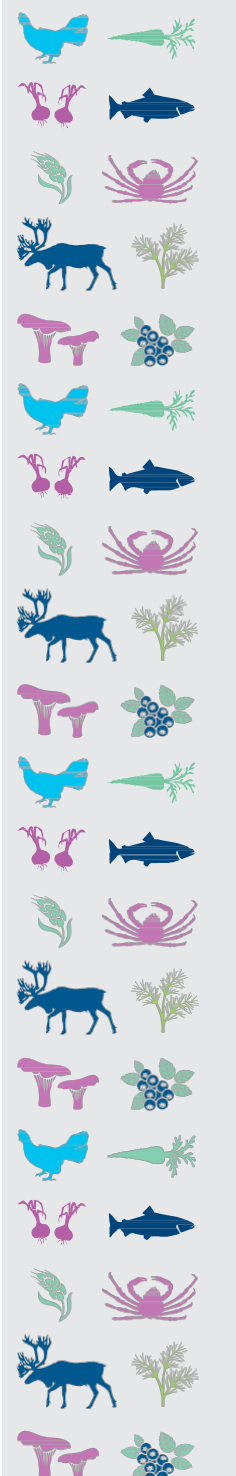


# COMMISSIONING A PHOTOGRAPHER/ VIDEOGRAPHER

In preparation for a commission, answer the following considerations:

- Specify the order. You must be able to explain what you want and what you expect from the end result. If possible, add a storyboard to the job description.
- What message should the film convey? What questions should it answer?
- Who is the sender? Who is the receiver?
- When and on which channels do I want to show it? What formats should it be produced in?
- Do I want to produce one long film or several shorter sequences?
- Do I want to include interviews? Who should make the interviews (you or the photographer)? (Interviews with several people simultaneously may need more equipment and additional sound and light checks).
- Should the film document the entire event? The surroundings? Do I want to document a specific moment?
- What is crucial and must be caught on film? What is the storyline?



- Which language should we use? Do I need to use subtitles?
- Discuss all the above questions with the person you are hiring. As a professional he may have lots of experience and can give you helpful advice. However, make sure that you hire the right competence for the task.
- Do not commission anything that takes too much time in post production.
- Describe the location and try and think of the light, the acoustics; anything that may require bringing special equipment.
- Ask for a viewing of previous work and take references.
- Take a copy of the agreement.
- Agree on a deadline and how to allocate the different tasks and responsibilities involved, such as pre-production, production, proof-reading etc.
- Material such as background information, film title, logos, list of interviewees etc. should be made available to the photographer.

Compiled in co-operation with Saimy Swärd/Arcada.

